

# PARTNERSHIP WITH A PURPOSE

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**new penn**  
FINANCIAL®

**PREFERRED**

*Brag About Your Company*

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# THE NEW PENN FINANCIAL STORY



“Our goal was to design a company that genuinely focused on the customer—where through superior service, simple processes, and effective communication, we would deliver a best-in-class experience to all.”

We established New Penn Financial in 2008, during a challenging era for the real estate and mortgage industries. Our goal was to design a company that genuinely focused on the Consumer - where through superior service, simple processes and effective communication we would deliver a best-in-class experience to all. Our highly experienced management team successfully navigated the changing conditions in lending. New Penn Financial quickly became a major player in the new lending environment, and we're significant for all the right reasons—remarkable customer service, a wide range of loan programs, healthy lending practices and strong relationships with referral partners.

In June of 2011, New Penn Financial joined forces with Shellpoint Partners LLC (Shellpoint). This strategic liaison provided New Penn with financial and leadership assets to enable further growth through portfolio loan programs—programs that provide greater service enhancements to our customers. Our relationship with Shellpoint helped us to achieve a major goal, that of becoming a top 20 lender in the country.

Our success has only served to fuel our team's mission even more. Through our top of line service platform, leadership, and unique marketing programs, New Penn Financial aspires to be the Mortgage Lender of choice for leading Realtors®, builders, and successful mortgage professionals throughout the United States.

As I look to the future, I foresee a market of incredible opportunity. A market where passionate and driven producers can reap the rewards of New Penn's energy and dependability.

Regards,

**Jerry Schiano**  
CEO/President/Founder  
New Penn Financial, LLC



# LEADING BY EXAMPLE

Our executive management team has been hand selected because of their own success, their desire to bring out the best in others, and the understanding that the best of companies are built by outstanding employees.



## **Jerry Schiano**

*CEO and President, New Penn*

Mr. Schiano was the founder (1999) and CEO of Wilmington Finance Inc., a top-15 originator of Non-Agency residential loans with over 2000 employees. Originations at Wilmington Finance rose to \$15B. Mr. Schiano sold Wilmington Finance to American General Finance, a subsidiary of AIG, in 2002 and continued to manage the Company through April 2006. Upon the expiration of his non-compete, Mr. Schiano formed New Penn in March of 2008 and is currently its CEO. He is also a member of Shellpoint Management Holdings LLC. Prior to Wilmington Finance, Mr. Schiano was Sr. Vice President of ContiMortgage Corporation where he was responsible for marketing, Correspondent sale force management, and Retail Call Center marketing. Mr. Schiano is a Magna Cum Laude graduate of C.W. Post Long Island University with a B.S. in Marketing and Economics.



## **Anthony Giglio**

*SVP, Preferred Retail Division*

Tony Giglio is Vice President of New Penn's Retail Lending Division and manages nationwide sales and marketing. With Tony's leadership and vision, New Penn has created a sales-centric model which truly elevates the value of the loan officer from prospecting to post close transaction marketing. Prior to New Penn, he was COO of Preferred Trust Home Loans and held executive sales positions at Countrywide Home Loans, Barnett Bank, and Chase Manhattan Mortgage. Mr. Giglio holds a B.A. in Business Management and Finance from Florida International University.



## **Brian Mitchell**

*Executive Vice President, Preferred Retail Division*

Brian will oversee all of New Penn's Retail business channel originations, including its Preferred Distributed Retail division and its Shelter Joint Venture Retail team. The addition of this EVP role will enable more unified coordination between the two groups in terms of recruiting, hiring, onboarding, training, marketing, operations, and overall channel growth. Prior to joining New Penn Financial, Mitchell held senior management positions with financial services companies including Pacific Union Financial, Envoy Mortgage, and National City Mortgage (PNC Bank), bringing with him over 20 years of success in the mortgage industry. Brian will be based out of Dallas, TX.

# FINANCIAL STRENGTH THROUGH SHELLPOINT

“Our rapid growth is a direct reflection of our extremely competitive rates on a broad portfolio of mortgage products, coupled with outstanding customer service.”

—Bruce Williams,  
*Co-CEO, Shellpoint Partners*



New Penn is proud to be the originating arm of the Shellpoint Partners family of companies. Shellpoint was founded in 2010, when, at the height of the nationwide credit crisis, a group of industry veterans established the company to offer reliable, structured, solutions to a housing market in crisis.

Shellpoint is funded with institutional equity capital, and backed by Shellpoint Partners' leadership, and securitization capabilities. New Penn helps a wide spectrum of qualified borrowers reach their homeownership goals through a growing portfolio of innovative non-agency loan programs.

## Affiliated Businesses

### Avenue 365 Lender Services, LLC

Avenue 365 Lender Services is a national title insurance and settlement services. Avenue 365 offers “Anytime/Anywhere” (24/7) closings in 40 states as well as completely on-line order placement, tracking, document retrieval, and automated status reports.



### eStreet Appraisal Management Company

eStreet Appraisal Management Company oversees and manages a network of certified and licensed appraisers to fulfill real estate appraisal assignments.



### Shellpoint Mortgage Servicing

Shellpoint Mortgage Servicing (SMS) services about 80% of the loans New Penn Financial originates. Based in Greenville, SC, SMS is staffed with customer care agents who are expert in their field. Our loan officers maintain visibility with their customers because their contact information prominently appears on the monthly mortgage statements.





# OUR MISSION & CULTURE

*Exceed the expectations of our residential mortgage borrowers and business partners through superior service, simple processes, and effective communications.*

—Our Mission

We can only exceed our customers' expectations when we apply the same principles internally. After all, if you are treated well with great customer care and seamless communications, your confidence in the process will be apparent when interacting with your clients.



# OPERATIONAL EXCELLENCE

## Partnership

Operations isn't a separate department. We're a loan origination and fulfillment team working within defined "Pods" to make sure everyone works efficiently to close loans on time. The Pods include defined underwriting and processing leaders who help manage team members' pipelines to make sure they carry no more than 20 loans per person.

At New Penn, we are aligned—everybody involved in the origination process is dedicated to making the transaction a pleasant experience for the borrower, without the worry and complexity that has occurred in the past.

## Local and Accessible

We believe that our processors belong in markets where the borrowers are served, and seated right next to the loan officers that they support.

### Processor's Role:

- Make welcome calls
- Work with the borrowers and/or loan officers to collect documentation
- Communicate with the underwriters to troubleshoot conditions

An underwriter is a phone call away (and in some cases, located in market as well), and works with loan officers on loan scenarios and solutions for tough deals. Everybody works together to get the borrower to the closing table, on time, every time.

## Leadership that Cares About Your Pipeline

Our management team cares about your pipeline of loans as much as you do. Each region has at least one pipeline manager who monitors the pipeline throughout each day to keep things moving and address issues. It's their job to "unstick" your files, and move them into closing at least 3 days prior to the closing date. It's not about just keeping the pipeline flowing, it's about measuring performance month after month and setting the next goal to close loans more quickly...speed and efficiency will help you exceed your borrower's expectations.

We are aligned—everybody involved in the origination process is dedicated to making the transaction a pleasant experience for the borrower, without the worry and complexity that has occurred in the past.



# ROBUST SUPPORT TOOLS

**1** Why New Penn Financial

**2** On Boarding

**3** ToM Activation/Automation

**4** Pre-Qual. to Post Close

**5** Ongoing Lead Development

## Ongoing Education and Training

Whether it's in-depth continuing education credit course, real estate coaching, innovative Lunch and Learns, or our expert social media video series, you'll have constant and ongoing access to top-notch training. We want to be sure that you are up-to-speed on the latest industry and technological advancements, so you are ahead of the pack.

## On Boarding

- Introduction to leading customer relationship management (CRM) software
- Press release and email blast with custom "I've Moved" message to your referral sources and borrowers
- Welcome kit with New Penn branded items:



## CRM Activation

Marketing will automatically initiate regular email messages to your referral sources and past borrowers, so you have more time to create new relationships and focus on managing your pipeline

## Pre Qual. to Post Close

Whether you are working with a consumer who is just thinking about starting the home search or determined to stay 'top of mind' with your past borrowers, New Penn has a tool to help you stay connected.

- We recognize that the search for the right home has gone high tech, and "we've got an APP for that."
- "Clear to Close" – exciting words for a borrower. Even more endearing is when you deliver a useful and attractive closing gift to your borrower at closing, along with small items of gratitude for the selling AND BUYING agents.
- Finally, when it's time for your borrower to refinance, our CRM tool will alert you so you can reach out with a warm and informed opportunity ready to go.

# MORE PROGRAMS MORE SOLUTIONS MORE BUSINESS

## New Penn Financial:

- Is a direct Fannie Mae, Freddie Mac, and Ginnie Mae seller/servicer
- Retains servicing rights on the majority of the loans that we originate within the New Penn Family of Companies with Shellpoint Mortgage Servicing
- Continually launches new proprietary products such as mortgages for jumbo borrowers, self-employed and even those who have experienced a one-time credit event
- Securitizes its portfolio programs

## We close loans that others can't.

Our expansive product line includes agency and government programs plus proprietary non-agency products.

## Our Products

### GOVERNMENT FHA, VA, USDA

- Fixed, ARMs
- High Balance
- Low Down Payment
- HUD \$100 Down Purchase Program
- Local State Bond Programs
- 203(k)

### PROPRIETARY NON-AGENCY

- Expanded Debt-To-Income Ratios
- Alternative Method to Qualify Income
- Higher Loan-to-Value Ratios with no MI
- Jumbo Advantage
- Home Key – credit event
- Home Buyer Power – DTI up to 55% with high earning potential and strong credit

### AGENCY

- Fixed, ARMs
- Conventional High Balance
- My Community
- DU REFI Plus
- LP Open Access

## Credit Enhancement Program

We often help borderline borrowers raise their credit scores through a third party relationship who works with the borrower over a period of time to improve their credit score. This service is free to our customers and just another way we like to “brag.”

## Extended Rate Lock Program

We have created special programs enabling customers to lock in an interest rate while shopping for a house or building a new home. These programs give peace of mind to our customers and strengthen relationships with our partners.

# PEOPLE ARE TALKING ABOUT NEW PENN FINANCIAL

## Our Referral Partners

*"I have worked with Jeffrey Brown and New Penn Financial on multiple occasions, and each one has been a success. He never fails to get customers the financing they need. No one knows the market better. I highly recommend Jeffrey Brown and New Penn Financial and look forward to our next deal together."*

—Bruce Kassman, VP Development, Florida East Coast Realty

*"New Penn Financial is great with clients and works hard to get them the financing they need. I would recommend New Penn to any real estate professional or end buyer for all of their financing needs."*

—Jessica Bostwick, REALTOR, One Sotheby's Realty

## Our Customers

*"This was the best mortgage experience I ever had, and we bought and sold several houses. We were pre-approved very quickly. Even the seller of the new house we just bought was impressed by how fast we were able to close."*

—Ashley N., VA

*"I have owned four previous homes and never received the professionalism and thoroughness that New Penn provided. Thank you for making this a quick and successful transaction."*

—John S., AL

## Our Loan Officers

*"Every leader in the company from executive through branch level manager is tightly focused on serving our partners and customers and offering a spectrum of creative and affordable loan solutions. Loan officers have great in-house marketing support, too. Our CEO is known for saying that the employees are the company. From my experience, that attitude is part of the collaborative culture here and has been vital to my success at New Penn"*

—John R. Clark

*"Working at New Penn means I have everything I need to succeed. I've got mortgage products that let me reach a huge range of customers, marketing and corporate support that make a difference, and an unbroken record of closing on time. So when I talk to referral partners, I know I'm already about three steps ahead of the other lenders out there."*

—John Cashion

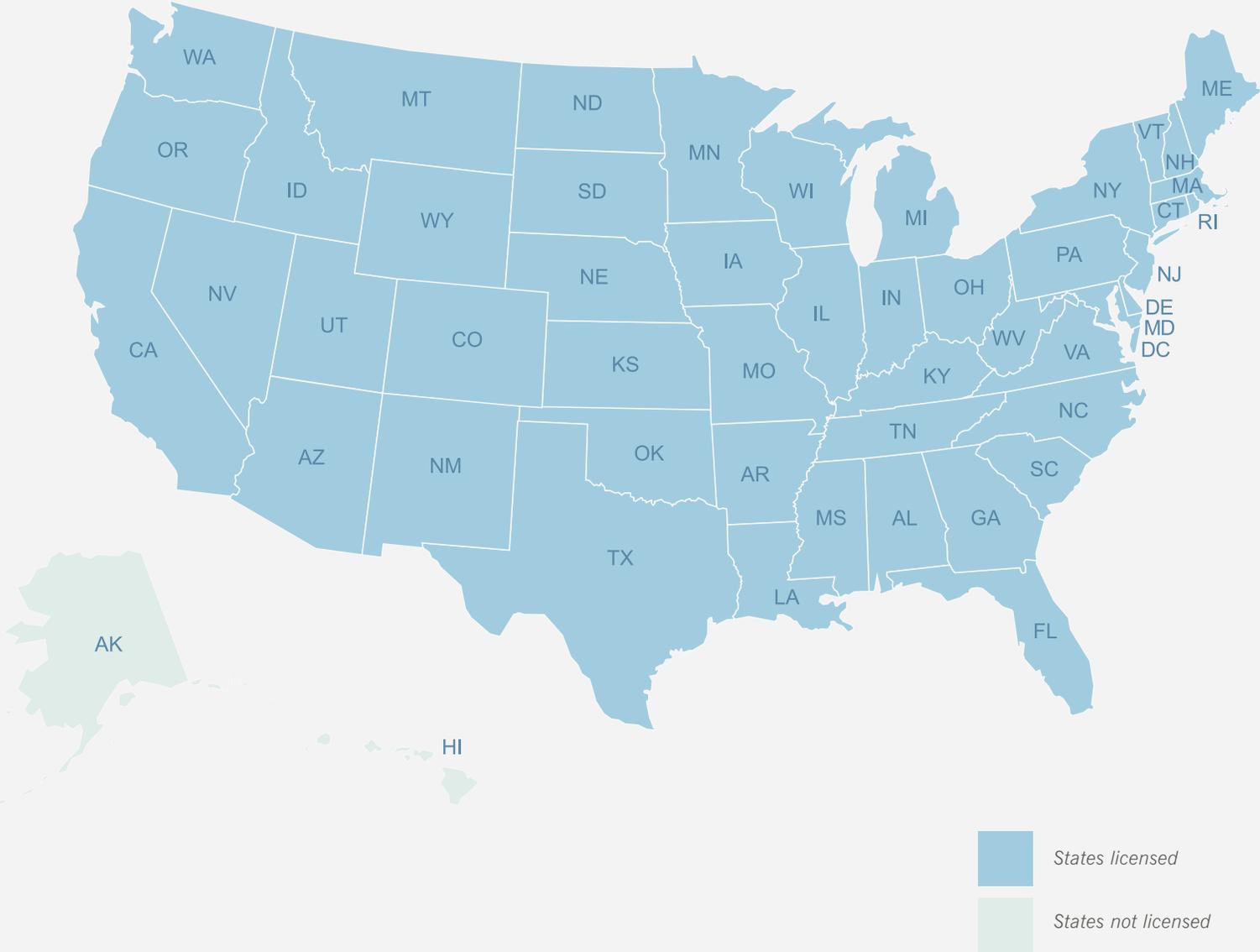


FOR ONCE  
IT'S ALL  
ABOUT  
YOU

At New Penn Financial, we are passionate about what we do. We want our customers to brag about their mortgage. Together, we can achieve a customer-first experience for all.

# A POWERFUL NATIONWIDE PRESENCE

New Penn is licensed in 47 states and the District of Columbia, providing approximately 98% coverage of outstanding home value.



# AWARDS & RECOGNITION



*Inc. Magazine* ranked New Penn in its 2012, 2013, and 2014 *Inc. 500/5000* as one of the fastest-growing private companies in the U.S.



*Scotsman Guide* ranked New Penn among one of the top 20 U.S. mortgage lenders in 2012 and 2013.

WALL STREET JOURNAL

The Washington Post



Prominent national media including *The Wall Street Journal*, *The Washington Post*, and *Fox Business* have recognized New Penn as an innovator.



*Mortgage Executive Magazine* ranked New Penn one of the top 20 mortgage companies in America in 2014.

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